

Message Text

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PAGE 01 TOKYO 01684 071044Z

15

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 070830Z FEB 75
FM AMEMBASSY TOKYO
TO USDOC USTS WASHDC
INFO SECSTATE WASHDC 7874

UNCLAS TOKYO1684

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: 01 AND 02 CATEGORY OMD FAM TOURS

SUMMARY: REQUESTS RECONSIDERATION OF FY75 OMD AGENT FAM TOUR
PROGRAM. END OF SUMMARY.

JW 5-240. IN VIEW RECENT BUDGET GIGHTENING AND IN ORDER ASSURE
MAIMUM EFFECTIVENESS OF OUR OVERALL PROGAM WITH LIMITED RESOURCES,
WE HAVE REVIEWED FAM TOUR CATEGORIES 01 AND 02, OMD BUYERS/SELLERS
TOURS AND HAVE FOLLOWING SUGGESTIONS: (1) OUR PLANS FOR 01-2
BICENTENNIAL TOUR FOR WHOLESALERS WAS SUBMITTED TSD AND
SUBSEQUENTLY APPROVED WITH CHANGES. UNDER JW-5-91, WE REQUESTED
ANOTHER REVISION IN TOUR DATE ON BASIS SCHMITZ MAY ESCORT IN
CONJUNCTION WITH CMP MEETING AND MANAGEMENT SEMINAR. HOWEVER WE
NOW FEEL THREE WEEK ABSENCE FROM POST BY SCHMITZ PRIOR TO CMP
CONFERENCE HIGHLY UNDERSIRABLE. WE THEREFORE SUGGEST THIS TOUR BE
CANCELLED ALTOGETHER IF ARRANGEMENTS NOT ALREADY TOTALLY CONFIRMED
BY OVS.

(2) CANCELLATION OF 01-2 TOUR WOULD MAKE AVAILABLE SOME DOLS8,500
IN 1740 ACCOUNT WHICH WE SUGGEST BE OBLIGATED TOWARD FINANCING FAM
TOURS FOR TOTAL OF 50-60 RETAIL SALES AGENTS SELECTED BY OUR FIVE TOU
R
DEVELOPMENT PARENTERS UNDER FY75 PROGRAM. UP TO GEN AGENTS WOULD
BE SELECTED AND DESPATCHED BY EACH WHOLESALER ON ITS NEW PACKAGE
OFFERINGS. USTS WILL PAY NET GROUND COSTS NOT EXCEEDING DOLS150
PER PERSON UNDER CONTRACT AND FUNRISH WAIVERS. NO USTS ESCORT WILL
ACCOMPANY TOURS THUS GETTING MAXIMUM MILEAGE FROM OUR LIMITED
1740 FUNDS.

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KEL CAB WAIVERS SAVED BY NOT SENDING 01-2 TOUR MAY BE TRANSFERRED

TO 08 CATEGORY TO ALLOW MORE INDUSTRY-SPONSORED FAM TOURS TO BE
DESPTACHED WITHOUT EXPENDING USTS FUNDS.

(4) WE CONVINCED THIS MAKES MAXIMUM EFFECTIVE USE OF OUR
RESUOURCES. WILL APPRECIATE YOUR THOUGHTS AND COMMENT SOONEST.
HODGSON

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NNN

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